

WHAT IS CLAIMED IS:

1 1. A recording medium having recorded therein information comprising:
2 audiovisual information;
3 content identification information for identifying content of the audiovisual
4 information; and
5 locator information relating to the audiovisual information for locating a
6 provider of service information.

1 2. The recording medium of claim 1, wherein the locator information
2 relating to the audiovisual information comprises URL information of a server providing
3 service information relating to the audiovisual information.

1 3. A playback device comprising:
2 a recording medium control module configured to read content identification
3 information from a recording medium for identifying content of audiovisual information and
4 locator information relating to the audiovisual information in the recording medium, the
5 locator information relating to the audiovisual information for locating a provider of service
6 information; and
7 a network control module configured to connect with the provider of service
8 information based on the locator information.

1 4. The playback device of claim 3, wherein the network control module is
2 configured to send to the provider associated with the locator information the content
3 identification information, and to receive from the provider service information containing at
4 least one of text information and audiovisual information corresponding to the content
5 identification information.

1 5. The playback device of claim 4, further comprising a database control
2 module configured to store content identification information relating to audiovisual
3 information.

1 6. The playback device of claim 5, wherein the database control module
2 is configured to register the content identification information and the locator information in
3 a management database if the content identification information and the locator information
4 have not been registered in the management database.

1 7. The playback device of claim 6, further comprising a playback control
2 module configured to output information to a display device to display information, wherein
3 the playback control module generates distinction information distinguishing, from the
4 service information received from the provider, between audiovisual information of content
5 identification information not registered in the management database and audiovisual
6 information registered in the management database, and outputs the distinction information to
7 the display device.

1 8. The playback device of claim 3, further comprising a system control
2 module configured to determine whether there is a request to acquire service information
3 based on the locator information.

1 9. The playback device of claim 8, wherein the system control module is
2 configured to determine whether the service information to be acquired has already been
3 received previously, and to not acquire the service information if the service information has
4 previously been received.

1 10. A playback device comprising:
2 a network control module configured to send content identification
3 information identifying content of audiovisual information of a recording medium to a
4 provider of service information which is associated with locator information in the recording
5 medium relating to the audiovisual information of the recording medium, and to receive from
6 the provider service information containing audiovisual information corresponding to the
7 content identification information;

8 a database control module configured to store content identification
9 information relating to audiovisual information; and

10 a playback control module configured to output information to a display
11 device to display information, wherein the playback control module generates distinction
12 information distinguishing, from the service information received from the provider, between
13 audiovisual information of content identification information not registered in the
14 management database and audiovisual information registered in the management database,
15 and outputs the distinction information to the display device.

1 11. The playback device of claim 10, wherein the database control module
2 is configured to register the content identification information and the locator information in

3 a management database if the content identification information and the locator information
4 have not been registered in the database control module.

1 12. The playback device of claim 10, further comprising a system control
2 module configured to determine whether the service information to be received from the
3 provider has already been received previously, and to not receive the service information if
4 the service information has previously been received.

1 13. A method of playing back comprising:
2 reading content identification information from a recording medium for
3 identifying content of audiovisual information and locator information relating to the
4 audiovisual information in the recording medium, the locator information relating to the
5 audiovisual information for locating a provider of service information; and
6 connecting with the provider of service information based on the locator
7 information.

1 14. The method of claim 13, further comprising sending to the provider
2 associated with the locator information the content identification information.

1 15. The method of claim 14, further comprising storing content
2 identification information relating to audiovisual information in a playback device.

1 16. The method of claim 13, further comprising registering the content
2 identification information and the locator information in a management database if the
3 content identification information and the locator information have not been registered
4 previously.

1 17. The method of claim 16, further comprising receiving from the
2 provider service information containing at least one of text information and audiovisual
3 information corresponding to the content identification information.

1 18. The method of claim 17, further comprising displaying distinction
2 information distinguishing, from the service information received from the provider, between
3 audiovisual information of content identification information not registered in the
4 management database and audiovisual information registered in the management database.

1 19. The method of claim 13, further comprising determining whether there
2 is a request to acquire service information based on the locator information.

1 20. The method of claim 19, further comprising determining whether the
2 service information to be acquired has already been received previously, and to not acquire
3 the service information if the service information has previously been received.

1 21. A playback device comprising:
2 means for reading content identification information from a recording medium
3 for identifying content of audiovisual information and locator information relating to the
4 audiovisual information in the recording medium, the locator information relating to the
5 audiovisual information for locating a provider of service information; and
6 means for connecting with the provider of service information based on the
7 locator information.

1 22. The playback device of claim 21, further comprising means for storing
2 content identification information relating to audiovisual information.

1 23. The playback device of claim 21, further comprising means for
2 determining whether there is a request to acquire service information from the provider based
3 on the locator information.